

The BMW 5-Series



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The more cars the world makes, the more desirable the BMW 5-Series becomes. How do you build cars as remarkable as the BMW 5-Series? Combine performance with luxury, style with spaciousness, safety with practicality – and the 5-Series shines through as few others can. Our sleek sedans and Touring models provide amazing versatility and uncommon value – answering the needs of today’s active lifestyles with refined taste and a rewarding driving experience.

Impressive power. Responsive handling. Sophisticated styling that is aerodynamic while in motion, and admired when parked. Yet what sets the 5-Series apart from other mid-size luxury cars is the sheer joy of driving. BMW provides tremendous value for your investment, with more affordable models and an amazing amount of car for the money. Your dream car is now a truly attainable desire.



Luxurious, comfortable and intelligently designed, the 540i is the very essence of BMW. It provides a wonderfully mov-

ing experience – whether you're challenging mountain hairpins, or simply admiring it in your driveway.



Trust BMW to create a new style of car for those who require the practicality of cargo/passenger space, the comforts

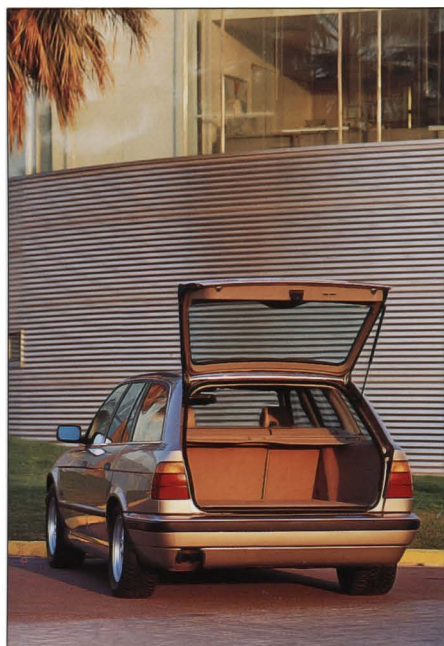
of a luxurious interior, and the superb drivability of a performance automobile: the BMW 5-Series Touring.





BMW's spacious 530i and 525i Touring models add a gracious, new dimension to travel. For everywhere and every

day, the 5-Series Touring's flexible inner space can accommodate people and things to go places – in comfort and style.



Two ways to load: The wide rear door opens level with the floor, making it easier to lift and slide heavy items. Lighter

items such as tennis rackets and groceries can be easily stowed through the hatch window, which opens separately.

*Model shown with optional equipment.

For the '90s, value is key. The 1995 BMW 525i and 525i Touring offer an exciting opportunity: the combi-

nation of BMW 5-Series elegance, versatility and driving spirit – with even more value.



An optional Premium Package of luxury, convenience and security features add impressive value to the 5-Series. (Standard on the 530i/530iT and 540i; optional on the 525i/525iT.)



The BMW 5-Series – including some of the most admired and successful automobiles in their class – continues to raise

its standards. Refinements in the 1995 525i/525i Touring provide exceptional value – making them a smart investment.



*Model shown with optional equipment.

Flanking BMW's distinctive kidney-shaped grille, the twin headlights with ellipsoid low beams provide excellent front and

side illumination. The integrated front spoiler is designed to improve aerodynamics, and help cool the brakes and engine.





BMW has firmly established a worldwide reputation for high standards of craftsmanship, technical innovation and driving performance in a production automobile.



In the 5-Series, form and function are equal partners. Flush-bonded front and rear windows improve aerodynamics and body rigidity, in addition to enhancing the already sleek lines.



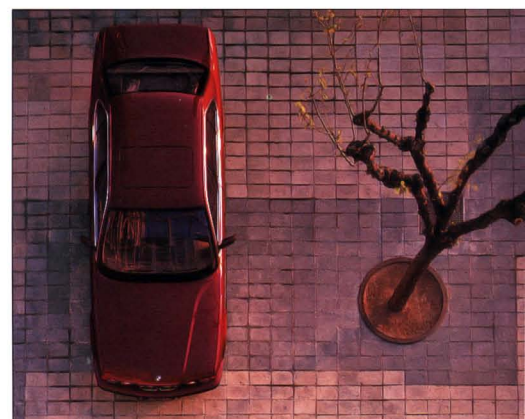
One of the secrets of the BMW 530i's appeal: it offers exceptional value in a European import that combines a V8 engine with an optional 5-speed automatic transmission.

At BMW, we believe any trip should always be rewarding, regardless of the destination. From the moment you start the engine, you'll savor the exhilaration and satisfaction that derives from the car's uncanny responsiveness. These are cars designed to give you a good sense of the road – and a total sense of the sheer joy of driving.





Can a car read your mind? Turn sharply and the fully independent suspension responds smartly to your commands.



Near 50/50 weight distribution gives BMWs their well-earned reputation for excellent handling and road-holding stability.

Let everyone else find the shortest way home. 5-Series sedans and sport-wagons perform with grace and power, making the driving experience something to look forward to.

Welcome to the perfect travel environment – a special place where thoughtfully conceived details make you feel comfortable, safe and secure. No need to stretch – controls are conveniently positioned just where you want them to be. And you can breathe easy – the micro-filtered air may be even cleaner inside than out.



Supple leather* rewards the senses in an environment that relaxes and refreshes. Ten-way controls adjust front seats to

individual preferences. You just might find yourself feeling better after you finish your drive than when you started.



*Optional in the 525i and 525iT.

Controls are logically placed and easy to use – so you can concentrate on the road.



Spacious throughout, the 5-Series accommodates rear-seat passengers with plenty of elbow, leg and head room – even for tall occupants. Other considerate

details include a center rear arm-rest with storage compartment, and a separate outlet for circulating fresh or cooled air.



Enter the inner sanctum of an exceptional automobile. Beautiful to behold and breathtaking to drive, the 540i deft-

ly combines spacious comfort, pampering luxury and practical amenities for a most pleasurable motoring experience.



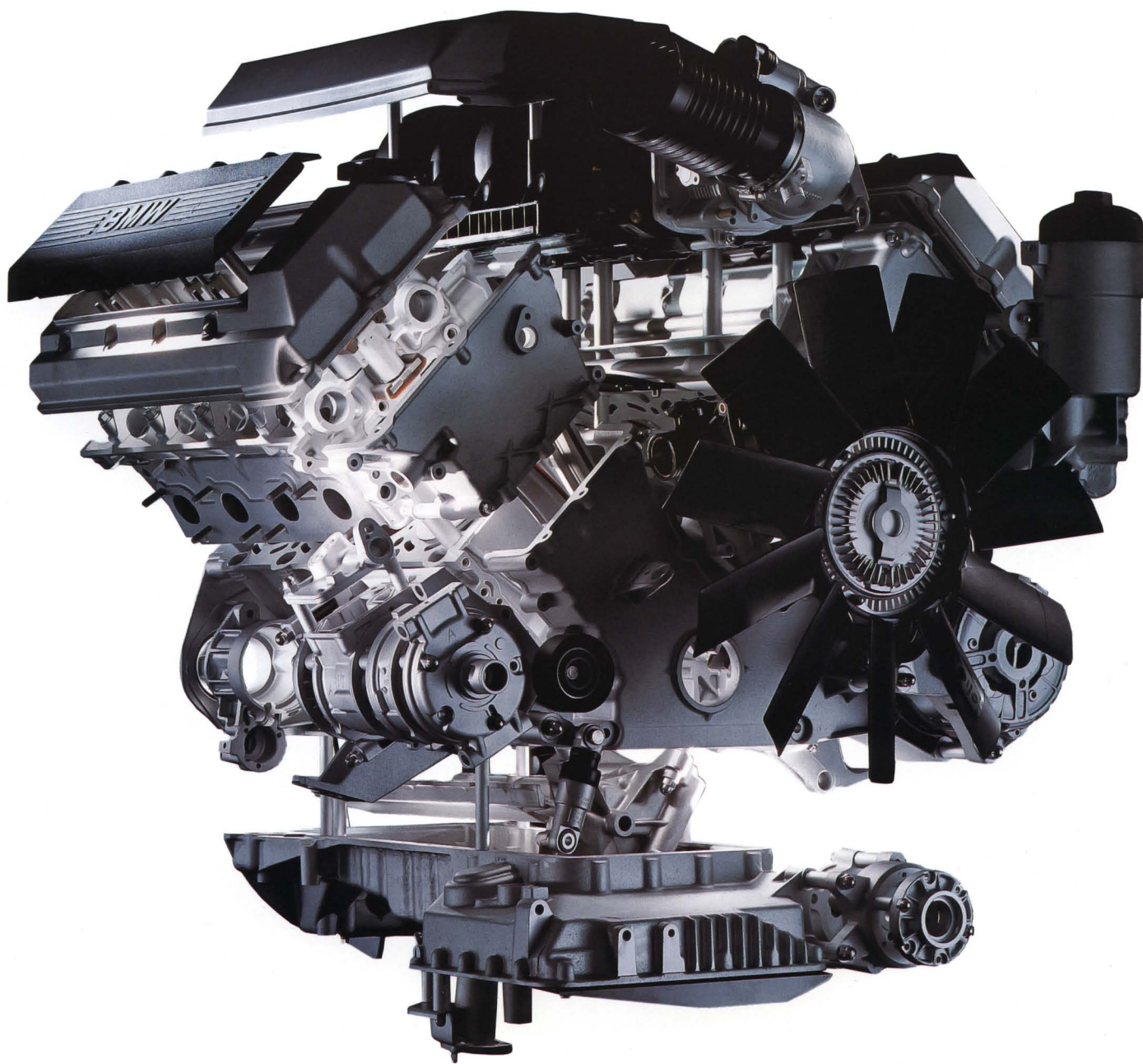


The Touring's spacious and flexible interior easily accommodates a blend of passengers and cargo. Forget spar-

tan "space travel" – the sophisticated Touring provides utility with panache – and mixes business with pleasure.



BMW 5-Series automobiles offer much more than power. They offer the power to choose. From the 2.5-liter 6-cylinder engine in the 525i/525iT, to the 3-liter V8 in the 530i/530iT and the 4-liter V8 in the 540i, the 5-Series offers a wide range of engine choices – each one providing impressive response and performance.



BMW has always believed that driving should be enjoyable as well as functional. BMW's V8 engines offer an ideal blend of

quiet, efficient practicality and durability, along with exciting performance throughout the rev range that is sure

to elicit a smile. Whether it's the 3-liter engine in the 530i/530iT or the 4-liter version in the 540i, you will experience silky-

smooth, responsive power while accelerating or at cruising speed. All you have to do is press the accelerator.



BMW's constant search to improve and refine its automobiles is demonstrated in the 5-Series engine technology. For instance, electronic knock

control allows a high compression ratio to be used, providing power and efficiency, while protecting against damage from lower octane gas.



Digital Motor Electronics (DME) is BMW's advanced engine management system that controls fuel metering and ignition timing for efficient operation.

The V8's sintered connecting rods are constructed in a single piece, then broken apart in a specific fracture pattern. When realigned, the "broken" mating



surfaces unite the two pieces around the crankshaft with a degree of precision that is unattainable using conventional two-piece construction techniques.

Of course, BMW's V8 engines have brawn. But they also have brains, a healthy measure of flexibility, and outstanding durability. With 282 hp at 5800 rpm and 295 lb-ft of torque at 4500 rpm the 540i, with its 4-liter V8 engine, is capable of travelling 0-60 mph in 6.2 seconds (manual transmission)*. Yet, unlike many other engines with extraordinary levels of power, its performance is silky-smooth and wonderfully refined.

They also have brains.

This is due in large part to BMW's Digital Motor Electronics (DME) – a highly sophisticated system standard on all BMW engines. DME continually monitors such factors as engine temperature and speed, intake airflow, exhaust gas composition, and even the elevation of the road, and then literally fine-tunes the engine hundreds of times a second to maximize performance and efficiency.

DME even has a fail-safe program: In the unlikely event of certain electrical faults, it can actually reconfigure itself to bypass the problem, thus helping you reach your destination. DME then remembers the problem – no matter how small – and stores it for later retrieval by service technicians.

Engine construction.

The BMW V8s also represent a whole new kind of engine construction. Given their outstanding strength, the cylinder heads and block are amazingly compact and light. Constructed entirely of aluminum, each cylinder is specially plated with an extremely hard nickel dispersion coating, providing long life and lighter weight than conventional aluminum blocks with cast-iron cylinder liners.

Each cylinder breathes through four valves operated by dual-overhead camshafts for improved power. The intake manifold, constructed of injection-molded thermoplastic, greatly improves air flow and insulates the air from engine heat for excellent torque and efficiency.

*As of 7/94 production.

Smooth power and little routine maintenance are a winning BMW combination.

The five 1995 5-Series models are powered by three distinct engines: a 2.5-liter 6-cylinder engine in the 525i Sedan and Touring, a 3.0-liter V8 in the 530i Sedan and Touring, and a 4.0-liter V8 in the 540i. Each incorporates advanced technologies to deliver outstanding performance, reassuring reliability, and rugged durability with remarkably low maintenance.

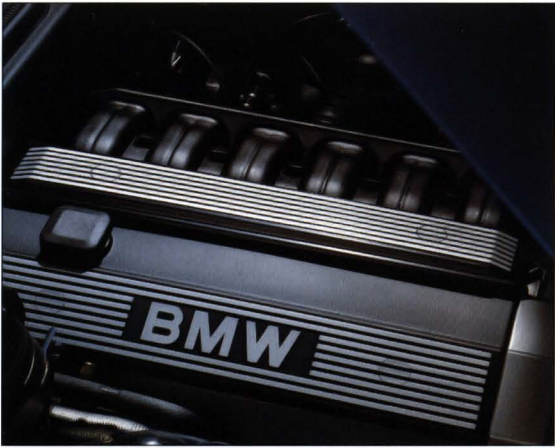
BMW's in-line 6-cylinder is one of the smoothest engine configurations available.

This advanced dual-overhead camshaft engine is velvet-smooth and free-revving. At low engine speeds and loads, valve timing is "advanced" for improved torque and quick acceleration. At higher speeds and loads (generally above 4500 rpm) the camshaft retards so the valves open later for maximum power. At idle, the camshaft also retards to increase smoothness.

Powerful? Yes, indeed. The 6-cylinder engines in the 525i and 525iT produce 189 hp at 5900 rpm, with the sedan accelerating from 0-60 in 8.6 seconds (manual). BMW engines are as durable as they are powerful – utilizing chain-driven camshafts instead of the more common (and less durable) timing belts.

Low routine maintenance? Yes, again. Ease of ownership and long-term value are considerations in any new car purchase, especially luxury automobiles. It's therefore an important benefit to know that all 5-Series engines require little routine maintenance other than changes of oil, filters and spark plugs. This is due in large part to distributorless ignition systems, self-adjusting hydraulic valve lifters and drive belts designed to last for the life of the car, while never needing adjustment.

And now, BMW offers two important maintenance programs designed to reduce costs of scheduled maintenance check-ups.

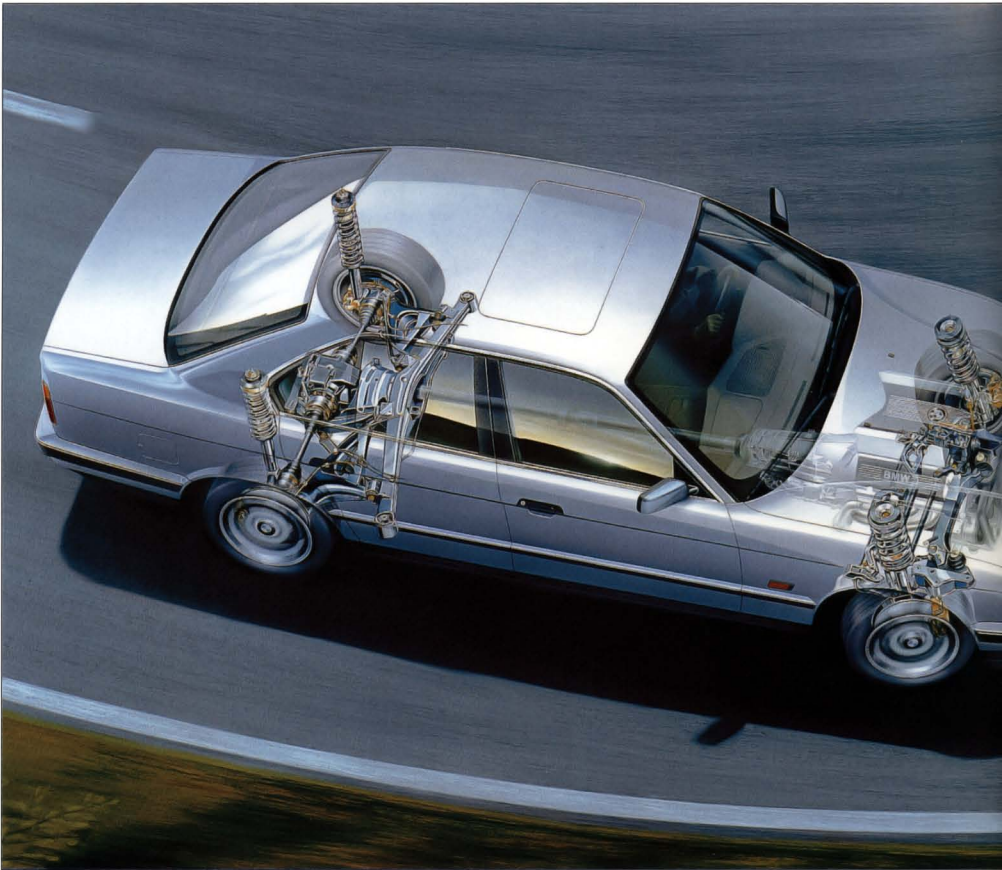


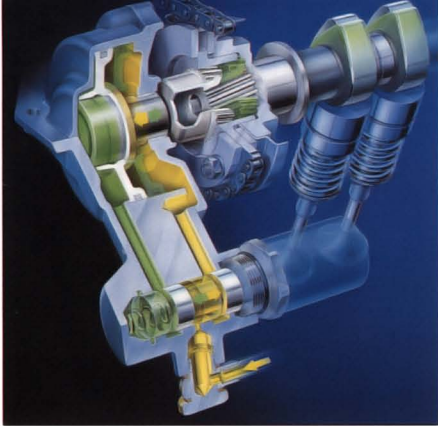
The brilliant 2.5-liter in-line 6-cylinder engine in the 525i/525iT has received rave reviews worldwide. Engineered to provide powerful torque at low and medium speeds, it requires remarkably low routine maintenance, for added value and appeal.

Every 5-Series model is designed to communicate a sense of the road

and to respond quickly and predictably to the driver's moves.

This helps enhance the driver's awareness, confidence and control.



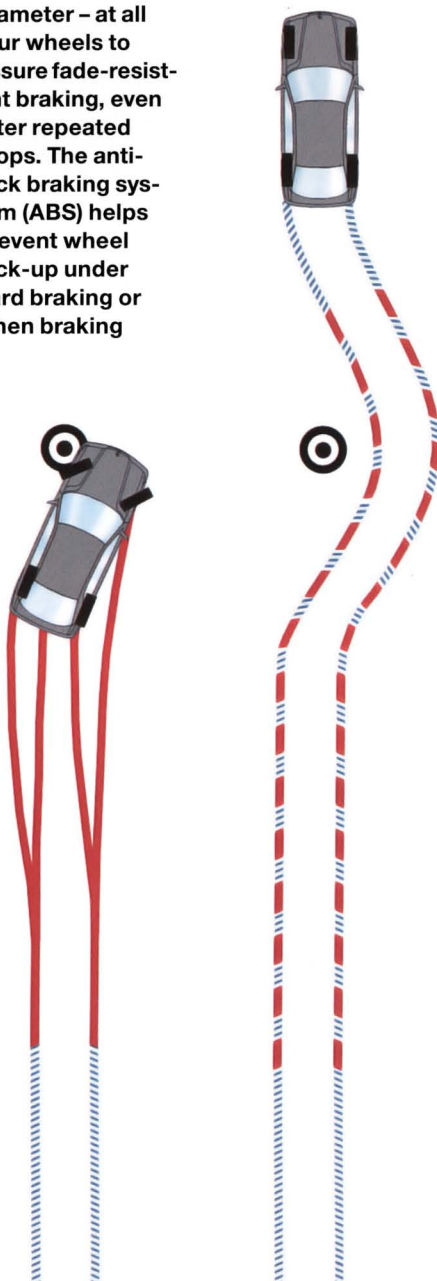


The variable valve timing system used in the 525i and 525i Touring increases torque

at low and medium speeds to provide quick response and a smooth idle.

High-performance automobiles demand high-performance braking. The 5-Series has large disc brakes – almost one foot in diameter – at all four wheels to assure fade-resistant braking, even after repeated stops. The anti-lock braking system (ABS) helps prevent wheel lock-up under hard braking or when braking

traction is limited – helping the driver avoid objects and drive out of potentially dangerous situations.



Technology Guide

The secrets behind BMW's fantastic handling. Serious driving enthusiasts are amazed at the formidable handling capabilities of the 5-Series. Responsiveness is so quick and positive, it's as if the car could anticipate your steering, braking and quick maneuvers. We predict that you, too, will become a BMW enthusiast after driving a car that handles this well.

Double-pivot strut-type front suspension. This patented BMW front system, which is a type of MacPherson-strut suspension, incorporates two lower control arms that provide precise, responsive handling; a comfortable, yet firm ride; and resistance to "dive" when braking.

Track Link rear suspension. The 5-Series' stability and riding comfort starts with an extremely rigid monocoque chassis and near 50/50 weight distribution. That stable platform is the base for the fully independent suspension system. The Track Link rear suspension system with semi-trailing arms increases straight-line and lane-changing stability, reducing rear-end squat when accelerating, and front-end dive when braking, to provide more balanced handling.

Making you a more confident driver. Quick, responsive steering, breathtaking handling characteristics and sure-footed anti-lock braking are as important to safety as they are to providing an exciting driving experience. At BMW we're concerned with providing optimal control for the driver – what we call "Active Safety" – to aid your ability to drive out of potentially dangerous situations and to increase your sheer pleasure of driving.

It's not surprising to discover that a sizeable proportion of those who buy or lease a 5-Series have already owned a BMW. They know a good thing when they see it – because they've experienced the advantages and fun of driving a BMW.

Want to enjoy a smoother driving experience? It's practically automatic in the 5-Series.

Think of the advanced 5-speed automatic transmission in the 540i and 530i Touring (optional in the 530i) as a great communicator. BMW's new Adaptive Transmission Control (ATC) goes far beyond automatic transmissions found in most other cars. Available in the 5-Series V8 models, ATC automatically chooses the best shift mode based on the way you are driving and road conditions. ATC senses when you're powering hard into a turn, inching in stop-and-go traffic, or gliding downhill. The result? Smooth, effortless shifts that come at the right place and time. It even senses when roads are slippery, and automatically starts in second gear, shifting early for improved traction.

5-speed automatic. Many automatic transmissions have only four forward gears. BMW offers an additional gear with its V8 automatic transmission engines, so all gear ratios could be reconfigured. The benefit? BMW's 5-speed automatic has a lower "low" gear than 4-speed automatic transmissions, for improved off-the-line response, and a higher "high" gear for increased efficiency. By shifting from "D" to "4," the transmission provides a wonderfully dynamic sport-shifting pattern that takes full advantage of all the power that BMW's high-performance V8s are capable of. A shift mode button on the console also allows the driver to tailor shift programs. Press "M" and the automatic transmission becomes a manual transmission, allowing you to choose the gear you want.

5- and 6-speed manual transmissions. The 530i is one of the few V8-powered automobiles in its class with a 5-speed manual transmission. And because so many BMW enthusiasts have demanded it, the 540i is now available with a Getrag 6-speed manual transmission.*

* As of 7/94 production.



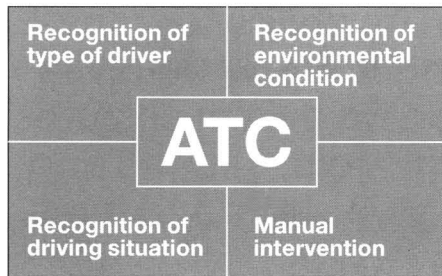
The BMW 540i is available with a 6-speed manual transmission*, offering high torque and thrilling responsiveness for those who enjoy hands-on control.

BMW's 3.0- and 4.0-liter V8 engines, coupled with an optional 5-speed automatic transmission, provide excellent off-the-line response.



BMW engineers pursue safety even in small details. For example, automatic tensioners integrated into the front belt buckles are triggered in the event of a severe frontal impact. They tighten lap and

shoulder belts around occupants, holding them more firmly in place. In the event of a severe accident, hazard lights flash, interior lights turn on and doors unlock automatically to allow easy access.

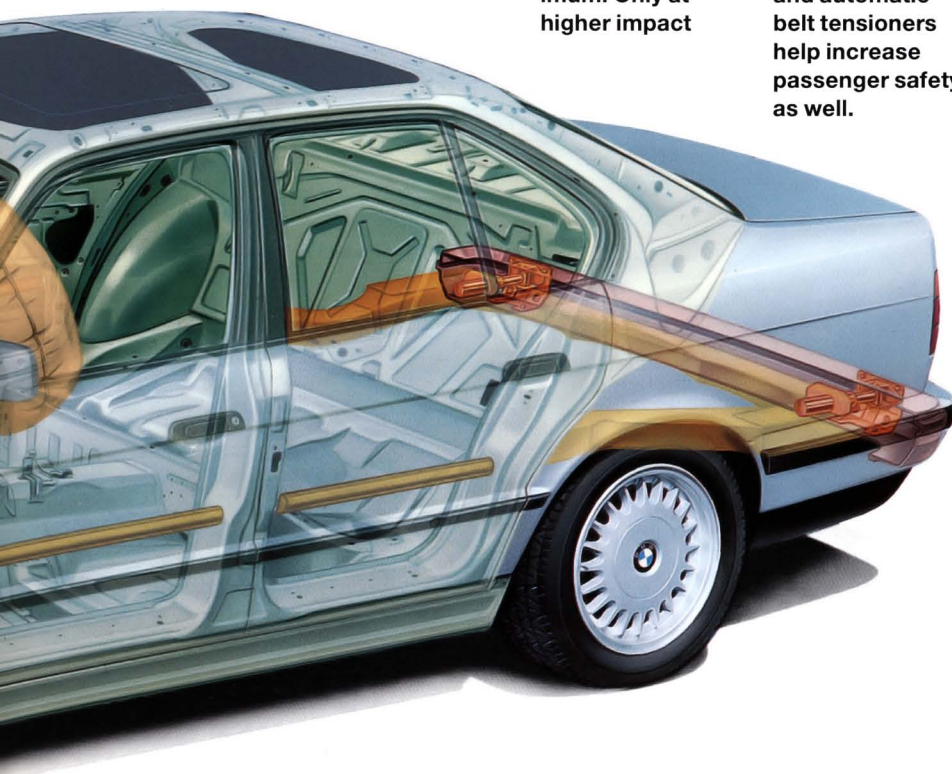


BMW's new Adaptive Transmission Control (ATC) automatically selects shift modes according to driving style and conditions for optimum power and a smooth ride.

Safety is a priority for BMW. Special bumpers front and rear prevent damage to the body in minor impacts up to 2.5

mph. Front or rear collisions up to 9 mph are absorbed by easily replaceable "impact boxes," keeping repairs to a minimum. Only at higher impact

speeds do structural supports begin to deform, dissipating impact energy to help protect occupants. Dual airbags and automatic belt tensioners help increase passenger safety as well.



All Season Traction** offers impressive road-holding stability. Sensors can detect instantly when one of the rear wheels starts to slip. All Season Traction immediately reduces excess engine power and applies the brakes until traction is restored.

** Optional (standard on 530iT).

Technology Guide

Safety has been a cornerstone of BMW's philosophy for decades. At BMW, safety even has a name: F.I.R.S.T. This stands for Fully Integrated Road Safety Technology. F.I.R.S.T. is a comprehensive system of active and passive safety features designed to both help avoid accidents, as well as help protect occupants during and after an accident. F.I.R.S.T. incorporates a host of safety features, including anti-lock brakes, dual airbags, automatic front seat belt tensioners, and body structures that already meet 1997 Federal side-impact standards.

Avoiding an accident is far better than reducing its consequences. BMW's protective premise is that it's important to approach a hazardous situation as "actively" as possible. BMWs are designed and engineered with sophisticated technologies that optimize the car's response to the driver's commands. Every 5-Series BMW is endowed with Active Safety features such as a powerful engine, stable suspension, precise steering and large anti-lock brakes to provide exceptional handling and control and an optimum sense of the road. BMW's superb capabilities and your driving skill provide the safety edge that can make a crucial difference.

Not every accident can be avoided. BMW design helps provide protection to limit the consequences. You may not see them, but BMWs are built with many impressive safety features throughout. The extremely rigid passenger cell is a safety cage that offers more than a quiet ride – it is designed to help protect the car's occupants. In addition, the steering column is designed to collapse, and BMW's dual airbags in 1995 models inflate within split seconds.

Helping to protect other road users. While BMWs are built with passenger safety in mind, they are also designed with rounded shapes to reduce injuries to pedestrians or cyclists in case of an accident.

The joy of owning a truly great car is more than its ability to transport you from here to there. It's the fun of driving it. BMW believes that a driver should be an integral, fully functioning part of an automobile. Designed around the driver, a BMW's controls, gauges and gearshift become an extension of the driver's arms, legs and eyes. The result is added confidence, comfort and a new appreciation of the driving experience that will spoil you for other cars.



Ensconced in the cockpit of a BMW, you're quite aware that you are at the wheel of a vehicle designed with the driver in mind. Everything literally

wraps around you. Controls are in natural, logical places. Analog dials are large and easy to read – especially with night illumination.

You appreciate the digital read-outs from the on-board computer* that keeps you informed on a variety of functions. From accelerator

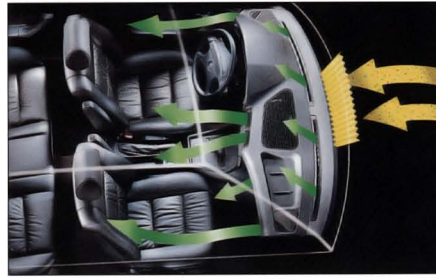
pedal to map light, the 5-Series cockpit truly reflects BMW's philosophy that the automobile should be an extension of the driver.



* Standard on the 530i/530iT and 540i; included with the optional Premium Package on the 525i/525iT.

The on-board computer* offers the driver a wide range of data, such as time, fuel consumption, esti-

mated arrival time and "miles to empty." It alerts you if the temperature has dropped to a point where the road may ice up. It even has a driver-adjustable speed limit warning. You can code a security lock that deactivates the engine, to deter theft.



Smog? Allergies?
The air inside a BMW is possibly cleaner than it is outside, thanks to an electrostatically charged micro-filter that removes

pollen and most dust particles, and reduces bacteria and diesel smoke. This is decidedly a healthier way to travel.



The multi-zone construction of the seats is designed with a combination of firm support for back and thighs and soft cushioned comfort. The seat adjusts to the occupant,

so that you and your passengers will arrive relaxed and less fatigued.



An intelligently designed control center with everything at a glance and at your fingertips. The cleanly elegant cockpit places everything easily at hand. Controls, read-outs, buttons, gearshift. Surfaces are designed to reduce glare and improve visibility. Large and easy to read, the tachometer and speedometer are centrally mounted in the instrument panel with smaller, secondary gauges outboard from the main gauges. The steering wheel adjusts to the driver's ideal position (electrically in the 540i). The floor pedals are well placed for comfortable usage.

The driver operates the car from two zones. Important items, such as windshield wipers, turn signals, lights and cruise control are placed in the "primary zone" immediately around the steering wheel. Other items, such as the air conditioning, sound system and on-board computer are to the right of the steering wheel.

Service when your BMW needs it – based on the way you drive it, not mileage. The Service Interval Indicator, unique to BMW, analyzes the way you use the car – how many cold starts, trip duration and engine speed. This data is used to determine when your particular car needs servicing – not by how many miles it's gone. The benefit in most instances: fewer service visits – because you bring it in for service only when your car calls for it.

Seats that help protect you and your passengers. Seat design is an important part of BMW's passenger restraint system that includes safety belts, automatic tensioners and dual airbags. The front end of the seats is wedge-shaped to help reduce the possibility of "submarining" – sliding forward beneath the safety belts in an impact. And the springs in BMW's orthopedically designed seats are actually tuned to the suspension of the automobile for a more comfortable ride quality.

Premium Package option

Today's BMW 5-Series gives you more – more choice, more power, more of everything you want. Already one of the best-conceived lines of automobiles in its class, the BMW 5-Series now offers more car for the money than ever before.

An amazing value for cars of this quality. When you compare its handling characteristics and features to other mid-size luxury imports, you'll find the 5-Series offers truly outstanding value.

Leading the way: BMW 525i Sedan and 525i Touring.

In the value-conscious '90s, these versatile 6-cylinder luxury cars are clear leaders in almost every regard – performance, style, convenience and practicality. They provide all the impressive power, handling and safety technologies on which the widely acclaimed 5-Series reputation was built. Spacious interiors are styled in comfortable, durable leatherette, and feature the many BMW convenience and cargo-carrying amenities. And when you add the sheer fun of driving a BMW, you'll realize there really is no competition. BMW is clearly the winner.

The BMW Premium Package of luxury, convenience and safety features. When equipped with the special optional Premium Package, the 525i and 525i Touring are graced with an interior of supple leather seats, door handles and armrests, and highly polished walnut trim. They also have several features you might only expect on much more expensive models, including an 11-function on-board computer, a remote entry alarm system – and, new for 1995 – sport-styled cross-spoke alloy wheels. The 525i Touring Premium Package adds BMW's unique double-panel electric sunroof.

The 1995 530i, 530i Touring and 540i include as standard all the exciting features found in the Premium Package, offering a new level of comfort and convenience.



In the 540i, a convenient memory system retains three pre-set positions for the driver's seat, steering wheel and outside

mirrors. All 5-Series cars have 10-way power adjustable front seats and head rests for personalized comfort.





The BMW Remote Keyless Entry Security System is offered as a standard feature

on the 540i and 530i/530i Touring, and available on the 525i and 525i Touring equipped with the Premium Package.

Tasteful. Subtle. Functional. The soft leatherette interior of the 525i and 525i Touring is also very durable, providing an ideal travel environment for those whose lifestyles demand practical comfort.

The supple leather interior with highly polished walnut trim is a luxuriously comfortable travel environment. It is standard in the

540i, 530i/530iT, and available as an option in the 525i/525iT models equipped with the Premium Package.



The 5-Series: Thoughtful touches, special features.

Extra convenience is to be expected in a luxury automobile. And BMW more than fulfills your expectations. For instance, who hasn't switched off the the ignition, only to realize the sunroof or a window is still open? The 5-Series offers retained power, which allows you to operate windows and sunroof even after you turn off the ignition, and when locking the driver's door, by holding the key in the locking position.

For greater visibility and safety, interior lights turn on when opening the driver's door, and also when the ignition is turned off. In cold weather, a heating element automatically de-ices the driver's door lock when the handle is lifted. Helping to enhance driver concentration and passenger ease, all four windows offer one-touch down – and the driver's window now includes the added convenience of one-touch up. Other useful 5-Series features include an adjustable steering wheel, convenient storage compartments throughout the interior, front and rear center armrests, and illuminated mirrors in both sun visors. A tool kit is fitted into the lid of the fully carpeted trunk, and tie-downs prevent cargo from shifting. Just some of the many details that make owning a BMW so enjoyable.

A sound investment. For many, a superb sound system is a key ingredient in a luxury automobile. The impressive audio system in the 5-Series has 10 speakers with custom contoured frequency equalization – with an acoustical range to delight the most discerning audiophile. The anti-theft cassette AM/FM is pre-wired for an optional multi-disc CD player.

For over 20 years, BMW has led the way to a mobile, ecologically aware future. In reducing emissions and fuel usage, developing alternative energy sources, encouraging recycling, and eliminating the use of CFCs, BMW continues its leadership role in preserving our environment.

Many cars today offer cargo space. But few transform to a refined environment for an elegant evening out. The perfect automobiles for people with busy, active lifestyles, the 5-Series Touring's flexibility is designed to accommodate your every cargo/passenger travel need. The cargo area holds 51.2 cubic feet*. The rear seats split – one-third on the right and two-thirds on the left – making it possible to carry one or two rear passengers while still lengthening the cargo area.

Four tie-downs are recessed into the floor, and there are compartments under the cargo floor and in the side walls for storing smaller objects out of sight. A cargo cover can be easily pulled back to cover all cargo below the seatback level.

Tailgate versatility. The tailgate and rear window open separately, each supported by hydraulic struts. Together, the window and tailgate open upward 90 degrees for minimum obstruction. A spoiler, mounted at the top of the window, helps keep the rear window clean and enhances aerodynamics.

A rear-window wiper and washer are standard on the Touring. There's even a drop-down tool kit built into the tailgate.

Versatile venting. The Touring has a unique double panel vent roof that is actually two sunroofs in one. The front roof can be tilted up for ventilation or opened fully. The rear roof opens fully by sliding under the front roof. Or both roofs can be partially opened at the same time. (Standard on the 530iT, available as an option on the 525iT.)

A variety of accessories are also available to customize the Touring to your individual needs, such as BMW's multi-function roof rack system for skis, bicycles or surfboards. You might say "everything" is what the Touring excels in.

* With rear seatbacks folded down; 31 cu.ft. with rear seatbacks up.



Double the view and fresh air for front or rear passengers – or both.

The Touring's unique double-panel sliding-vent sunroof has nearly

twice the open area of a conventional sunroof. (Optional on 525iT.)



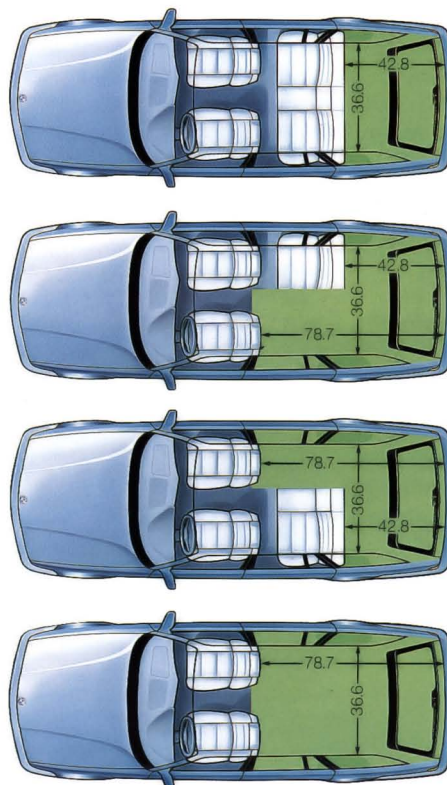
The 5-Series Touring adds space and cargo-carrying convenience to BMW's successful concept of the sports sedan. As you would expect, the 525iT and 530iT offer BMW's superb handling, solid quality and elegant styling. A wealth of practical amenities and thoughtful BMW details will add

much to widely varying travel lifestyles. There's one-touch window operation, velour carpeting throughout, a rear window wiper, washer and defroster, and center armrests, front and rear. Just a very few details that add style, comfort and grace to your travel requirements.

An optional cargo net safely and neatly secures luggage and loose articles to concealed lashing rings in the cargo area.



Clever and convenient: the rear seats fold down in a one-third or two-third split, offering exceptional flexibility for cargo and passengers. For professionals, families or sports enthusiasts who seek spacious versatility and stylish comfort, the 5-Series Touring is an ideal way to travel.



The wide rear hatch features a low sill for easier loading of large items. Small items can be conveniently loaded through the rear window, which opens separately.

Buying or leasing a luxury performance BMW is more affordable than you think. And driving a new BMW pays off in many ways, both real and emotional. Today's 5-Series is an exceptionally competitive value whose rewards go far beyond price alone.



How do you measure satisfaction, pleasure and security? These are intangible values that generate repeat customers for any product. So it is not surprising that many who choose the 5-Series have previously driven a BMW.

Quality is inherent in every aspect of a BMW – in the manufacture of each component that goes into our vehicles, and in customer care that starts in the showroom and continues in programs that help you protect and maintain your BMW. BMW's commitment to your driving pleasure and peace of mind begins with our engineers' obsession to create The Ultimate Driving Machine.®

Significant components of luxury and performance are durability and dependability. This is why every BMW is crafted using some of today's most advanced manufacturing techniques. The BMW 5-Series is built to provide years of safe, enjoyable driving.

BMW's commitment to quality and customer satisfaction is clearly demonstrated by the 4-year/50,000-mile bumper-to-bumper limited warranty. The 5-Series also has a 6-year/unlimited mileage warranty against rust and corrosion performance.*

Quality service is a prime concern of BMW, which is why technicians are thoroughly

trained and frequently updated on new diagnostic systems and techniques.

To add to the rewards of ownership, the optional BMW Scheduled Maintenance Program covers all recommended scheduled maintenance for the term of the new car limited warranty. A Full Maintenance Program, which covers additional normal wear and tear items, is also available as an option.**

You are always only a toll-free call away from friendly BMW service. BMW's Roadside Assistance Program† provides

emergency assistance 24 hours a day anywhere in the country. The program provides towing, lock-out service, on-site assistance, priority dealership service, and even trip interruption benefits. And for a nominal fee, the BMW Service Card extends this service after the limited warranty for as long as you wish.

Your local authorized BMW dealer has very competitive pricing on the new 5-Series. And financing or leasing can be easily arranged to suit your personal needs through BMW Financial Services.



* See your dealer for details on these limited warranties.

** See your dealer for details on these programs. Some exclusions apply.

† Service provided by Cross Country Motor Club, Inc., Boston, Mass., 02155 except in California, where services are provided by Cross Country Motor Club of California, Inc., Boston, Mass. Benefits may vary to conform with the laws of your state.

Tailor the 5-Series to suit your lifestyle. An automobile is an essential part of one's life. Since people are not exactly alike, why should their cars be? That's why BMW offers numerous optional accessories that enhance individual needs and preferences.



Crafted with care and designed especially for BMW automobiles, Genuine BMW Accessories allow you to customize the 5-Series to suit your style, taste and driving requirements. As each accessory is manufactured to BMW specifications, the fit is assured. CD players and cellular phones install easily because your 5-Series has been specially

pre-wired for them at the factory. And you can add BMW Accessories to your financing or leasing plan at the time of purchase. In addition to comfort and convenience, Genuine BMW Accessories can increase resale value.

The superb sound system in the 5-Series is enhanced by BMW's multi-disc CD. Remotely installed in the trunk or cargo area for protection, the multi-disc CD player accepts six CDs mounted in a magazine that is compatible with many home CD systems.

BMW offers a choice of Cellular Telephone Systems: a mobile model, and a new portable phone that operates anywhere – inside or out. BMW phones put instant communication at your fingertips. When connected to the car, they offer hands-free operation, sound system muting, programming for 99 names and numbers, and stalk control operation with instrument panel display. An optional voice recognition system (standard on the portable) allows easy placement of calls while driving.

BMW Roof Rack Systems can be added to either a Touring or Sedan. These multi-functional systems allow you to conveniently transport bicycles, skis, luggage or surfboards.

Individualize your BMW with high-performance light alloy wheels. Choose from a wide variety of sporty and elegant BMW-designed styles.

Whatever your business, sport or personal needs, Genuine BMW Accessories are designed to add practicality and pleasure.



Technical Data

Weight		525i	525i Touring	530i
Unladen	lbs	3484 (3561)	3760	3627 (3693)
Max. permissible	lbs	4498 (4575)	4862	4642 (4708)
Permitted load	lbs	1014	1103	1014
Permitted axle load front/rear	lbs	2117/2602	2139/2867	2205/2646
Permitted roof load	lbs	221	221	221

Engine		525i	525i Touring	530i
Liter/type		2.5/in-line 6	2.5/in-line 6	3.0/V8
Bore/stroke	inch	3.31/2.95	3.31/2.95	3.31/2.66
Nominal output/rpm	hp	189/5900	189/5900	215/5800
Max. torque/rpm	lb-ft/min	184/4200	184/4200	214/4500
Compression ratio/fuel grade	:1	10.5/unleaded premium	10.5/unleaded premium	10.5/unleaded premium

Transmission		525i	525i Touring	530i
Manual gear ratios*	I/II/III	:1	4.20/2.49/1.66	–
	IV/V/VI/R	:1	1.24/1.00/–/3.89	–
Final drive ratio		:1	3.23	–
Automatic gear ratios	I/II/III	:1	2.86/1.62/1.00	2.86/1.62/1.00
	IV/V/R	:1	0.72/–/2.00	0.72/–/2.00
Final drive ratio		:1	4.10	4.10

Performance		525i	525i Touring	530i
Drag coefficient	C _d	0.33	0.35	0.32
Top speed**	mph	128 (128)	128	128 (128)
Acceleration 0 – 50 mph	sec	6.3 (6.9)	7.3	5.7 (6.8)
0 – 60 mph	sec	8.6 (9.1)	9.7	7.5 (8.8)
1/4 mile	sec	16.5 (17.1)	17.5	15.9 (16.7)

Fuel Consumption***		525i	525i Touring	530i
Manual transmission		5-speed		5-speed
City	mpg	19.0	–	16.0
Highway	mpg	28.0	–	23.0
Automatic transmission		4-speed	4-speed	5-speed
City	mpg	18.0	18.0	16.0
Highway	mpg	25.0	25.0	25.0

Wheels		525i	525i Touring	530i
Tire dimensions		205/65 R 15 H All Season	225/60 R 15 H All Season	225/60 R 15 H All Season
Wheel dimensions		7J x 15	7J x 15	7J x 15
Material		light alloy	light alloy	light alloy

Electrical System		525i	525i Touring	530i
Battery capacity	Amp-hours	75	75	85
Alternator output	Amps/Watts	80/1120 (140/1960)	140/1960	140/1960

Numbers with () apply to vehicles with automatic transmission.
N/A - EPA-estimated figures not available at time of printing.
* 540i available with 6-speed manual transmission as of 7/94 production.
** Top speed limited electronically.
***EPA-estimated figures are for comparison purposes only. Your actual mileage may vary, depending on speed, weather and trip length; actual highway mileage will most likely be lower.

530i Touring	540i
3881	3693 (3804)
4939	4708 (4818)
1058	1014
2216/2867	2271/2690
221	221

3.0/V8	4.0/V8
3.31/2.66	3.50/3.15
215/5800	282/5800
214/4500	295/4500
10.5/unleaded premium	10.0/unleaded premium

-	4.23/2.51/1.67
-	1.23/1.00/0.83/3.75
-	2.93
3.67/2.00/1.41	3.55/2.24/1.54
1.00/0.74/4.10	1.00/0.79/3.68
3.23	2.81

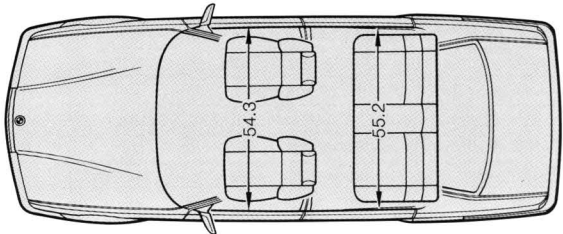
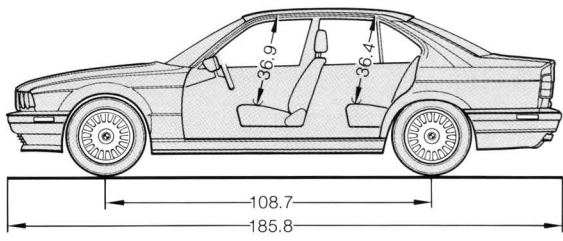
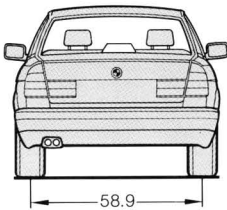
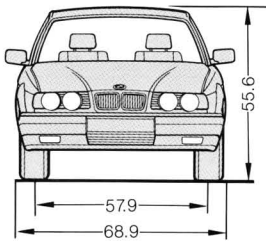
0.33	0.33
128	128 (128)
7.0	4.8 (5.2)
91	6.2 (6.7)
17.0	14.7 (15.1)

	6-speed
-	N/A
-	N/A
5-speed	5-speed
16.0	17.0
25.0	25.0

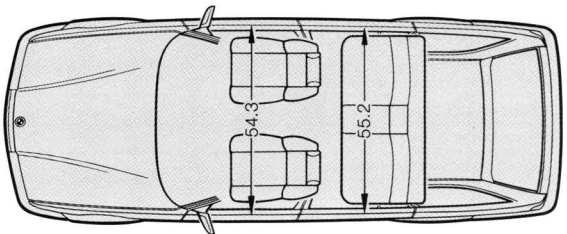
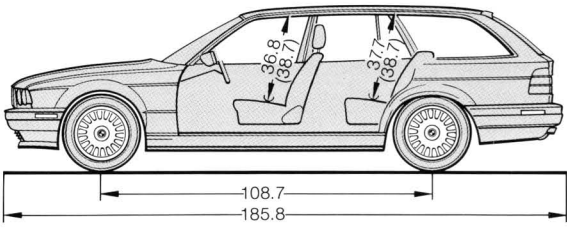
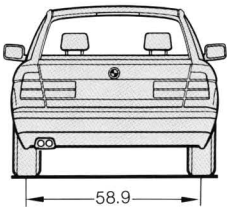
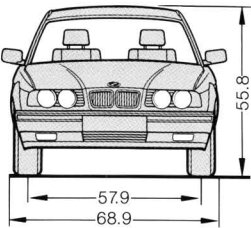
225/60 R 15 H All Season	225/60 R 15 H All Season
7J x 15	7J x 15
light alloy	light alloy

85	85
140/1960	140/1960

Sedan



Touring



Figures in () apply to 525i Touring without sunroof.

Standard and Optional Equipment

Engine	525i	525i Touring	530i	530i Touring	540i
2.5-liter dual overhead cam (DOHC), 24-valve in-line 6-cylinder	●	●			
3.0-liter dual overhead cam (DOHC), 32-valve V8			●	●	
4.0-liter dual overhead cam (DOHC), 32-valve V8					●
Direct ignition system	●	●	●	●	●
Digital Motor Electronics (DME)	●	●	●	●	●
Five-speed manual transmission	●		●		
Six-speed manual transmission					○*
Four-speed automatic transmission	○	●			
Five-speed automatic transmission			○	●	●
Adaptive transmission control			●**	●	●**

Suspension/Brakes

Double-pivot strut front suspension	●	●	●	●	●
Track Link rear suspension	●	●	●	●	●
Front and rear anti-roll (stabilizer) bars	●	●	●	●	●
Twin-tube gas pressure shock absorbers	●	●	●	●	●
4-wheel disc brakes, ventilated front disc, vacuum-assisted	●	●	●	●	●
Ventilated front and rear discs					●
Engine-speed sensitive variable-assist power steering	●	●	●	●	●

Exterior

Body-colored front and rear bumpers and outside mirrors	●	●	●	●	●
Body-colored rocker panels	●	●	●	●	●
Body-colored front and rear valance panels	●	●	●	●	●
Halogen ellipsoid low-beam headlights	●	●	●	●	●
Ellipsoid foglights	●	●	●	●	●
Side directional lights on front fenders	●	●	●	●	●
Tracks for multi-function roof-rack system		●		●	
Rear window wiper and washer		●		●	
Alloy wheels, 7J x 15	●	●			
Cross-spoke alloy wheels, 7J x 15	○	○	●	●	
Honeycomb design alloy wheels, 7J x 15					●
All season tires (H-rated)	●	●	●	●	●

Interior seating and trim

Leatherette upholstery	●	●			
Leather interior	○	○	●	●	●
Seat-back storage pockets	●	●	●	●	●**
Front seat armrests	●	●	●	●	●**
Rear center armrest	●	●	●	●	●
Split fold-down rear seats		●		●	
10-way power front seats	●	●	●	●	●
Electric driver's lumbar support					●**
Heated front seats	○	○	○	○	○
Memory system for driver's seat, steering wheel, outside mirror					●
Tilt-adjustable front headrests	●	●	●	●	●
High-gloss walnut wood trim with wood gearshift knob	○	○	●	●	●
Luggage retention straps in trunk	●		●		●
Luggage net/cargo cover		○		○	
Velour carpeting	●	●	●	●	●

Instrumentation

Analog fuel economy indicator	●	●	●	●	●
Electronic speedometer and tachometer	●	●	●	●	●
External temperature display	●	●	●	●	●
On-board computer	○	○	●	●	●
Multi-Information Display – Check/Control vehicle monitor system	●	●	●	●	●
Service Interval Indicator	●	●	●	●	●

Audio system	525i	525i Touring	530i	530i Touring	540i
Anti-theft AM/FM stereo/cassette radio	●	●	●	●	●
Weather band on radio			●	●	●
Diversity antenna	●		●		●
10-speaker sound package	●	●	●	●	●
10 x 25 watt amplifier	●	●	●	●	●
Pre-wired for CD	●	●	●	●	●

Comfort and convenience	525i	525i Touring	530i	530i Touring	540i
Air conditioning with left and right temperature controls	●	●	●	●	●
- Recirculating function	●	●	●	●	●
- Micro-filter ventilation	●	●	●	●	●
- Ozone-friendly (CFC-free) air conditioning fluid	●	●	●	●	●
Automatic ventilation system (can be programmed to ventilate car when parked)			●	●	●
Coin box in driver-side door	●	●	●	●	●
Time-delay interior light	●	●	●	●	●
Power and heated door mirrors, heated driver's door lock and windshield wipers	●	●	●	●	●
Power front windows, one-touch operation down, one-touch operation to raise driver's window	●	●	●	●	●
Power rear windows, one-touch operation down	●	●	●	●	●
Two-way power sunroof with key-off operation	●		●		●
Power twin-panel sunroof with one-touch and key-off operation		○		●	
Rear window defroster	●	●	●	●	●
Height adjustment for front safety belts	●	●	●	●	●
Dual illuminated vanity mirrors and front map light	●	●	●	●	●
Rechargeable glovebox flashlight	●	●	●	●	●
Telescoping steering wheel adjustment	●	●	●	●	●
Pre-wired for BMW Cellular Telephone	●	●	●	●	●
Cruise control	●	●	●	●	●

Safety and security	525i	525i Touring	530i	530i Touring	540i
Driver and passenger airbag supplemental restraint system (SRS)	●	●	●	●	●
Anti-lock braking system (ABS)	●	●	●	●	●
All Season Traction	○	○	○	●	○
Automatic front seat belt tensioners	●	●	●	●	●
Rear 3-point safety belts	●	●	●	●	●
Child-safety rear door locks	●	●	●	●	●
Full-size spare tire (steel wheel)	●				
Full-use spare tire (alloy wheel)		●	●	●	●
Pre-wired for BMW alarm system	●	●			
Alarm system and keyless entry system	○	○	●	●	●
BMW Scheduled and Full Maintenance Programs	○	○	○	○	○
BMW tool kit integrated into trunk lid	●	●	●	●	●
Central locking system with double-lock anti-theft system and trunk and fuel door locking	●	●	●	●	●
Drive Away Theft Protection (prevents engine start when car is locked)	●	●	●	●	●
Crash sensor that automatically turns on hazard lights, interior lights and unlocks doors.	●	●	●	●	●

● = Standard
○ = Optional

* As of 7/94 production.

** Only with automatic transmission.

Options and Accessories

Options	525i	525i Touring	530i	530i Touring	540i
Premium Package (Sedan) includes:	○		●		●
Leather interior					
Walnut wood interior trim					
On-board computer					
Remote entry and alarm system					
Cross-spoke alloy wheels, 7J x 15					
Premium Package (Touring) includes:		○		●	
Leather interior					
Walnut wood interior trim					
On-board computer					
Remote entry and alarm system					
Cross-spoke alloy wheels, 7J x 15					
Double electric sunroof					
All Season Traction	○	○	○	●	○
Automatic transmission	○	●	○	●	●
Double electric sunroof		○		●	
Heated seats	○	○	○	○	○
Luggage net		○		○	
6-speed manual transmission					○

○ = Optional equipment
● = Standard equipment

Accessories	525i	525i Touring	530i	530i Touring	540i
Aerodynamic kit	■	■			
Alloy wheels (optional styles)	■	■	■	■	■
Beverage cooler	■		■		■
Car covers	■	■	■	■	■
Cargo mat		■		■	
Cargo net	■	■	■	■	■
CD changers	■	■	■	■	■
CD changer cover/magazine storage	■		■		■
Cellular Telephone	■	■	■	■	■
Co-pilot map light	■	■	■	■	■
Exhaust trim	■	■	■	■	■
First aid kits	■	■	■	■	■
Floor mats	■	■	■	■	■
Gearshift knobs (optional styles)	■	■	■	■	■
Interior wood trim kit	■				
License plate frames	■	■	■	■	■
Lockable wheel nuts	■	■	■	■	■
Maintenance kit	■	■	■	■	■
Mud flaps	■	■	■	■	■
Rear deck spoiler	■		■		■
Rear seat and footwell cover	■		■		■
Remote keyless entry security system	■	■			
Roof rack system	■	■	■	■	■
Seatcovers – cotton/poly	■	■	■	■	■
Seatcovers – sheepskin	■	■	■	■	■
Seatvest – sheepskin	■	■	■	■	■
Sunshade for windshield	■	■	■	■	■
Sun/wind deflector	■		■		■
Tire pressure gauge	■	■	■	■	■
Trunk storage bin	■		■		■
Trunk storage tray	■		■		■
Warning triangle	■	■	■	■	■

■ = Accessories available through authorized BMW dealerships.

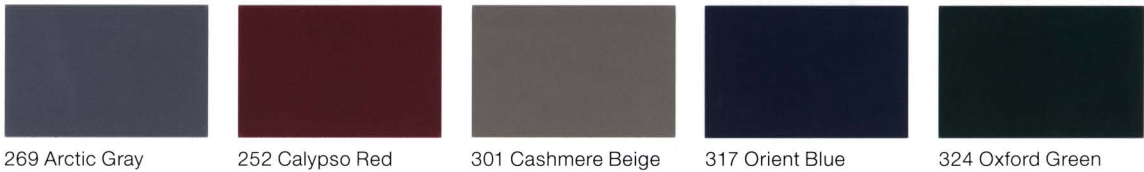
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Color and Upholstery

Standard Colors



Metallic Colors



Leatherette



Leather Upholstery



Note:
Paint availability varies throughout model year. We suggest you visit your local BMW dealer and inspect the actual colors.

Recommended Exterior and Interior Color Combinations

				Standard Colors			Metallic Colors				
Model	Interior Fittings		Code No.	300 Alpine White	314 Bright Red	668 Jet Black	269 Arctic Gray	252 Calypso Red	301 Cashmere Beige	317 Orient Blue	324 Oxford Green
525i 525i Touring	Leatherette	Black	0477	●	●	●	●				
		Parchment	0479	●	●	●		●	●	●	●
525i* 525i Touring* 530i 530i Touring 540i	Leather	Black	0325	●	●	●	●				
		Light Silvergray	0451	●		●	●	●		●	●
		Parchment	0453	●	●	●		●	●	●	●

Interior upholstery colors not available in all exterior paint finishes. See your local BMW dealer for accurate details. This brochure shows the current recommended combinations of colors and materials. Specifications listed are subject to change without notice.
*Leather interior optional on 525i and 525iT.



The ultimate driving machine.